

Station Order

Market: Louisiana
Vendor: KPLC
Station Rep: Stephanie Comeaux-Gill
Phone: (337) 437-7521
Email: scomeaux@kplctv.com
Campaign Remarks:

Rebuild Louisiana PAC

Campaign: RL 7.26-8.7 TV
Flight Dates: 07/18/2016 to 08/07/2016
Contract No: 1550115373
Rev. No: 1

Arsement Media Group

Buyer: Kalyn Simon
kaly@arsementmedia.com

POL 07217

Item	Days	Times	DP/LEN	Call	Program Title	Rate/Total	Jul 25	Aug 01	Spots
1	MTWRF	1000P-1030P	/30	KPLC	10P KPLC News	505.00 3030.00	3	3	6
Comments: 0									
2	MTWRF	0530A-0700A	/30	KPLC	5:30A KPLC News Sunrise	110.00 660.00	3	3	6
Comments: 0									
3	MTWRF	0500A-0530A	/30	KPLC	5A KPLC News Sunrise	70.00 420.00	3	3	6
Comments: 0									
4	MTWRF	0500P-0530P	/30	KPLC	5P KPLC News	300.00 1800.00	3	3	6
Comments: 0									
5	MTWRF	0600P-0630P	/30	KPLC	6P KPLC News	505.00 3030.00	3	3	6
Comments: 0									
6	MTWRF	1230P-0130P	/30	KPLC	Days Of Our Lives	150.00 900.00	3	3	6
Comments: 0									
7	MTWRF	0300P-0400P	/30	KPLC	Ellen	70.00 420.00	3	3	6
Comments: 0									

ISS Rebu 7.25-8.5

Item	Days	Times	DP/LEN	Call	Program Title	Rate/Total	Jul 25	Aug 01	Spots
8	MTWRF	0630P-0700P	/30	KPLC	Entertainment Tonight	355.00 2130.00	3	3	6
Comments: 0									
9	MTWRF	1200P-1230P	/30	KPLC	Midday News	165.00 990.00	3	3	6
Comments: 0									
10	MTWRF	0700A-0900A	/30	KPLC	The Today Show 1	190.00 1140.00	3	3	6
Comments: 0									
11	MTWRF	0900A-1000A	/30	KPLC	The Today Show 2	85.00 510.00	3	3	6
Comments: 0									

33 33

66

Month	Spots	Gross	Net
Jul-2016	33	\$7,515.00	\$6,387.75
Aug-2016	33	\$7,515.00	\$6,387.75
Totals	66	\$15,030.00	\$12,775.50

Comments:
Thank you!

Traffic:
Regional specific traffic instructions to follow by email.

Signed: _____ Date: _____

Arsenment Media Group
104 Live Oak Drive
Lafayette, LA 70503
(337) 501-9900

Buyer
Kalyn Simon
kalyn@arsenmentmedia.com
(337) 849-3251



Station Order

Market: Louisiana
Vendor: KP LC
Station Rep: Stephanie Comeaux-Gill
Phone: (337) 437-7521
Email: scomeaux@kplctv.com
Campaign Remarks:

Rebuild Louisiana PAC

Campaign: RL 7.26-8.7 TV
Flight Dates: 07/18/2016 to 08/07/2016
Contract No: 1550115373
Rev. No: 1

POL 0727

Arsement Media Group

Buyer: Kaiyn Simon
kaiyn@arsementmedia.com

Item	Days	Times	DP/LEN	Call	Program Title	Rate/Total	Jul 25	Aug 01	Spots
1	MTWRF	1000P-1030P	/30	KPLC	10P KPLC News	505.00 3030.00	3	3	6
Comments: 0									
2	MTWRF	0530A-0700A	/30	KPLC	5:30A KPLC News Sunrise	215.00 1290.00	3	3	6
Comments: 0									
3	MTWRF	0500A-0530A	/30	KPLC	5A KPLC News Sunrise	110.00 550.00	2	3	5
Comments: 0									
4	MTWRF	0500P-0530P	/30	KPLC	5P KPLC News	300.00 1800.00	3	3	6
Comments: 0									
5	MTWRF	0600P-0630P	/30	KPLC	6P KPLC News	505.00 3030.00	3	3	6
Comments: 0									
6	MTWRF	1230P-0130P	/30	KPLC	Days Of Our Lives	150.00 900.00	3	3	6
Comments: 0									
7	MTWRF	0300P-0400P	/30	KPLC	Ellen	70.00 420.00	3	3	6
Comments: 0									

ISS Rebu 7.25-8.5 Rev1

Item	Days	Times	DP/LEN	Call	Program Title	Rate/Total	Jul 25	Aug 01	Spots
8	MTWRF	0630P-0700P	/30	KPLC	Entertainment Tonight	355.00 2130.00	3	3	6
Comments: 0									
9	MTWRF	1200P-1230P	/30	KPLC	Midday News	165.00 990.00	3	3	6
Comments: 0									
10	MTWRF	0700A-0900A	/30	KPLC	The Today Show 1	190.00 1140.00	3	3	6
Comments: 0									
11	MTWRF	0900A-1000A	/30	KPLC	The Today Show 2	85.00 510.00	3	3	6
Comments: 0									

32 33

65

Month	Spots	Gross	Net
Jul-2016	32	\$7,840.00	\$6,664.00
Aug-2016	33	\$7,950.00	\$6,757.50
Totals	65	\$15,790.00	\$13,421.50

Comments: Traffic:
REVISED (updated rates as per Stephanie's request) Thank you! Sent on 7/21 by email to Sheila and Stephanie.

Signed: _____ Date: _____

Arsenment Media Group
104 Live Oak Drive
Lafayette, LA 70503
(337) 501-9900

Buyer
Kalyn Simon
kalyn@arsenmentmedia.com
(337) 849-3251



AGREEMENT FORM FOR
NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KPLC - Lake Charles, LA	Date: July 21, 2106
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I, Arsement Media Group
do hereby request station time concerning the following issue:

Rebuild Louisiana PAC

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
Please See Schedule.					

This broadcast time will be used by: Rebuild Louisiana PAC

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☒ **Yes** ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Medicaid Expansion in Louisiana

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Rebuild Louisiana PAC
8702 Jefferson Hwy #B
Baton Rouge, LA 70809

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

President: Mary Olive Pierson
Treasurer: Dan Foley

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

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and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

--	--	--

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney’s fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

July 21, 2016		(337) 849-3251
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

<input type="checkbox"/> Accepted	<input type="checkbox"/> Accepted in Part	<input type="checkbox"/> Rejected
_____	_____	_____
Signature	Printed Name	Title

Note: Because the FCC requires that the political file contain the actual time and rate for spots “communicating a political matter of national importance” air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC’s online political files include a folder for “Terms and Disclosures.” NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.



www.kplctv.com

And:

Arsement Media Group
Attention: Jared Arsement
104 Live Oak Drive
Lafayette, LA 70503

CONTRACT

KPLC-TV Lake Charles
Send all correspondence to:
320 Division Street
Lake Charles, LA 70601
(337) 439-9071

Contract / Revision POL0727 /		Alt Order #	
Product Rebuild Louisiana PAC			
Contract Dates 07/25/16 - 08/05/16		Estimate #	
Advertiser ISS/Rebuild Louisiana PAC		Original Date / Revision 07/22/16 / 07/22/16	
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash	
Property KPLC	Account Executive Political/Local Political	Sales Office KPLC	
Special Handling			
Demographic Adults 25-54			
Agy Code		Advertiser Code	Product 1/2
Agency Ref		Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	KPLC	07/25/16	08/05/16	7News Nightcast	10-1035pm		:30				NM	6	\$3,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	MTWTF--				3	\$505.00				
Week:		08/01/16	08/07/16	MTWTF--				3	\$505.00				
2	KPLC	07/25/16	08/05/16	7News Sunrise	530-7am		:30				NM	6	\$1,290.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	MTWTF--				3	\$215.00				
Week:		08/01/16	08/07/16	MTWTF--				3	\$215.00				
3	KPLC	07/25/16	08/05/16	7News Early Sunrise	5-530am		:30				NM	5	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	MTWTF--				2	\$110.00				
Week:		08/01/16	08/07/16	MTWTF--				3	\$110.00				
4	KPLC	07/25/16	08/05/16	Live at Five	5-530pm		:30				NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	MTWTF--				3	\$300.00				
Week:		08/01/16	08/07/16	MTWTF--				3	\$300.00				
5	KPLC	07/25/16	08/05/16	7News at Six	559-630pm		:30				NM	6	\$3,030.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	MTWTF--				3	\$505.00				
Week:		08/01/16	08/07/16	MTWTF--				3	\$505.00				
6	KPLC	07/25/16	08/05/16	Days of Our Lives	1230-130pm		:30				NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	MTWTF--				3	\$150.00				
Week:		08/01/16	08/07/16	MTWTF--				3	\$150.00				
7	KPLC	07/25/16	08/05/16	Ellen	3-4p		:30				NM	6	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	MTWTF--				3	\$70.00				
Week:		08/01/16	08/07/16	MTWTF--				3	\$70.00				
8	KPLC	07/25/16	08/05/16	Entertainment Tonight	630-7p		:30				NM	6	\$2,130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	MTWTF--				3	\$355.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

The station may utilize various mediums to deliver advertisements to its viewers, including but not limited to, simulcast and/or delayed airings through mobile and internet applications and services. You must notify the station immediately if you do not have rights to your advertisements or any of its components beyond a television broadcast. Without such notice, the station may utilize various mediums beyond the television broadcast to reach its viewers.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



KPLC-TV Lake Charles
Send all correspondence to:
320 Division Street
Lake Charles, LA 70601
(337) 439-9071

www.kplctv.com

Contract / Revision POL0727 /		Alt Order #
Contract Dates 07/25/16 - 08/05/16	Product Rebuild Louisiana PAC	Estimate #
Advertiser ISS/Rebuild Louisiana PA		Original Date / Revision 07/22/16 / 07/22/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		08/01/16	08/07/16	MTWTF--				3	\$355.00				
9	KPLC	07/25/16	08/05/16	7News at Noon	12-1230p		:30				NM	6	\$990.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	MTWTF--				3	\$165.00				
Week:		08/01/16	08/07/16	MTWTF--				3	\$165.00				
10	KPLC	07/25/16	08/05/16	NBC Today Show	7-9am		:30				NM	6	\$1,140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	MTWTF--				3	\$190.00				
Week:		08/01/16	08/07/16	MTWTF--				3	\$190.00				
11	KPLC	07/25/16	08/05/16	Today Show II	9-10am		:30				NM	6	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		07/25/16	07/31/16	MTWTF--				3	\$85.00				
Week:		08/01/16	08/07/16	MTWTF--				3	\$85.00				
Totals								0.00				65	\$15,790.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
06/27/16 - 07/31/16	32	\$7,840.00	(\$1,176.00)	\$6,664.00
08/01/16 - 08/05/16	33	\$7,950.00	(\$1,192.50)	\$6,757.50
Totals	65	\$15,790.00	(\$2,368.50)	\$13,421.50

Signature: _____ Date: _____

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